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Application Serial No. 10/551,815
Reply to final office action of March 28, 2008

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Docket: CU-4443

Amendments to the Claims

The listing of claims presented below will replace all prior versions, and listings, of claims in the application.

Listing of claims:

1. **(currently amended)** A method for providing local information search results in response to a search request input through a communication network by a searcher utilizing a keyword, the method comprising the steps of:

receiving a first local information comprising at least a **geographical location** information of the searcher ~~for searching~~ related to the searcher;

maintaining the first local information for searching related to the searcher;

receiving a second local information comprising at least a **geographical location** information of one or more of search items **related to a network information provider;** ~~for searching related to the searcher;~~

~~maintaining the second local information for searching related to the searcher;~~

maintaining a database including ~~the~~ search items related to ~~[[a]] --the--~~ network information provider, wherein some of the search items are related to the keyword of the searcher;

receiving the search request from the searcher utilizing the keyword;

identifying at least more than one search item related to the keyword that ~~meets~~ **matches** the search request and selecting the search item related to the second local information matched to the first local information ~~for searching~~, among the identified search items, **wherein the second local information matched to the first local**

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information comprises both the second local information that is in agreement with the first local information and the second local information that is closely related to the first local information; and

arranging at least a part of the search items according to a predetermined search item arranging method in arranging the selected search items.

2. (original) The method according to claim 1,

wherein the step of arranging at least a part of the search items according to the predetermined search item arranging method comprises the step of arranging the selected search item preferentially.

3. (cancelled)

4. (currently amended) The method according to claim ~~[[3]]~~ -1-,

wherein the step of arranging at least a part of the search items according to the predetermined search item arranging method, is to preferentially arrange the search item related to the second local information that is in agreement with the first local information ~~for searching~~ and subsequently arrange the search item related to the second local information closely related to the first local information ~~for searching~~.

5. (currently amended) The method according to claim 1,

wherein the step of maintaining the first local information for searching related to the searcher comprises the step of storing the first local information ~~for searching~~ as

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search configuration setting information of the searcher, and the step of receiving the search request from the searcher comprises the step of obtaining the first local information ~~for searching~~ from the stored search configuration setting information.

6. (currently amended) The method according to claim 5,
wherein the step of storing the first local information as the search configuration setting information of the searcher and the step of receiving the search request from the searcher comprise a log-in procedure by the searcher.

7. (currently amended) The method according to claim 1,
wherein the step of maintaining the first local information for searching related to the searcher comprises the step of storing the first local information ~~for searching received from the searcher~~, in ~~the~~ form of a cookie file at a searcher's terminal, and the step of receiving the search request from the searcher comprises the step of accessing to the cookie file and obtaining the first local information ~~for searching~~.

8. (currently amended) The method according to claim 1,
wherein the step of maintaining the first local information for searching related to the searcher comprises the step of installing a client program at a searcher's terminal, and the step of receiving the search request from the searcher comprises the step of receiving the first local information ~~for searching~~ using the client program installed in the searcher's terminal.

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9. **(currently amended)** The method according to claim 1,
wherein the step of maintaining the database includes the step of receiving the
second local information ~~related to the network information provider~~ from the
network information provider.

10. **(currently amended)** The method according to claim 1,
wherein the step of maintaining the database includes the step of extracting the
second local information ~~related to the network information provider~~ from a website
of the network information provider.

11. **(currently amended)** The method according to claim 1,
wherein the step of maintaining the database includes the step of extracting the
second local information ~~related to the network information provider~~ from
configuration setting information of the network information provider.

12. **(currently amended)** The method according to claim 11, wherein the step of
extracting the second local information ~~related to the network information provider~~
comprises the steps of:

maintaining a telephone exchange number and the second local information
regarding the telephone exchange number, for a telephone number database;

obtaining information of the telephone exchange number, in which the
configuration setting information includes the telephone exchange number of the
network information provider; and

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identifying the ~~second~~ first local information that is in agreement with information of the telephone exchange number of the network information provider with reference to the telephone number database.

13. (original) The method according to claim 1,
wherein the predetermined search item arranging method is one among a keyword banner, knowledge search results, a sponsor link, a category, and a plus site.

14. (previously presented) The method according to claim 1,
wherein the step of maintaining the database includes the step of receiving network information from the network information provider to register the network information at a database, and relating the registered network information to a plurality of the search items.

15. (**currently amended**) A method for providing local information search results in response to a search request input through a communication network by a searcher utilizing a keyword, the method comprising the steps of:

receiving a first local information comprising at least a geographical location information for searching from the searcher and storing the received first local information for searching;

maintaining the first local information ~~for the searcher relating~~ searching related to the searcher;

maintaining a second local information comprising at least a geographical

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location information of one or more of search items for searching related to the searcher;

receiving a request for a local advertisement related to the second local information, from a network information provider;

maintaining a plurality of search items related to a keyword, in which the search items are related to the second local information in response to the request for the local advertisement;

receiving the search request from the searcher;

identifying at least more than one search item related to the keyword that meets the search request and selecting the second local information and search item related to the second local information matched to the first local information ~~for searching~~, among the identified search items, wherein the second local information matched to the first local information comprises both the second local information that is in agreement with the first local information and the second local information that is closely related to the first local information; and

arranging at least a part of the search items according to a predetermined search item arranging method in arranging the selected search items.

16. (original) The method according to claim 15, further comprising the steps of:
determining a predetermined advertisement charge for the local advertisement,
wherein the advertisement charge is differently determined depending on
the local information related to the local advertisement.

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17. (original) The method according to claim 15, further comprising the steps of:
determining a predetermined advertisement charge for the local advertisement,
wherein the advertisement charge is determined with consideration of
frequency of page view or reference of the selected search item.

18. (currently amended) A method for providing local information search results in
response to a search request input through a communication network by a searcher, the
method comprising the steps of:

receiving a first local information comprising at least a location information of
the searcher related the searcher for searching from the searcher and storing the
received first local information ~~for searching~~;

maintaining the first local information ~~for searching related to the searcher~~;

~~maintaining a second local information comprising at least a geographical
information of one or more of search items for searching related to the searcher~~;

maintaining a database including a plurality of search items related to a network
information provider, wherein each search item of the plurality of search items
includes a keyword, and at least one keyword of the plurality of keywords is a
local keyword related to a local information of the network information provider;
~~in which a predetermined local keyword is selected among keywords and the
search item is related to the local keyword and the local information related to the
network information provider~~;

receiving a search request from the searcher,

when the keyword that matches the search request is the local keyword,

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identifying search items related to the local keyword and selecting search item related to ~~--the--~~ local information of the network information provider matched to the first local information ~~for searching~~, among the identified search items; and
arranging at least a part of the search items according to a predetermined search item arranging method in arranging the selected search items.

19. (original) The method according to claim 18,

wherein the local keyword is differently selected depending on region with consideration of characteristics of the region.

20. (currently amended) A system for providing local information search results in response to a search request input through a communication network by a searcher, the system comprising:

a local information processing part for receiving the first local information for searching from the searcher and storing the first local information;

a search request receiving part for receiving a search request from the searcher;

a storing part for storing a plurality of search items related to a network information provider and relating the search item to a keyword and the second local information related to the network information provider;

a search performing part for identifying search item related to a keyword that meets the search request and selecting a search item related to the second local information matched to the first local information, among the identified search items, in response to the search request, wherein the second local information matched to

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the first local information comprises both the second local information that is in agreement with the first local information and the second local information that is closely related to the first local information; and

a search results providing part for arranging the selected search items according to a predetermined search item arranging method.

21. (original) A computer-readable recording medium, in which a program for implementing a method according to claim 1 in a computer, is recorded.